

# NORTH CAROLINA DIVISION OF TOURISM, FILM AND SPORTS DEVELOPMENT

PROGRAM OVERVIEW  
MARCH 2013



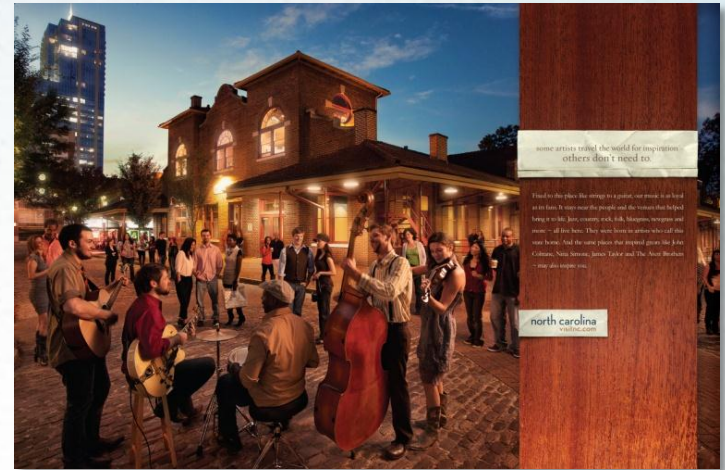


# PROGRAM GOALS

More people, staying longer,  
spending more money

Strategic marketing investments

Leveraging resources  
through partnerships



# MEASURING SUCCESS

Visitor research (demographics, activities, attitudes)

Economic impact

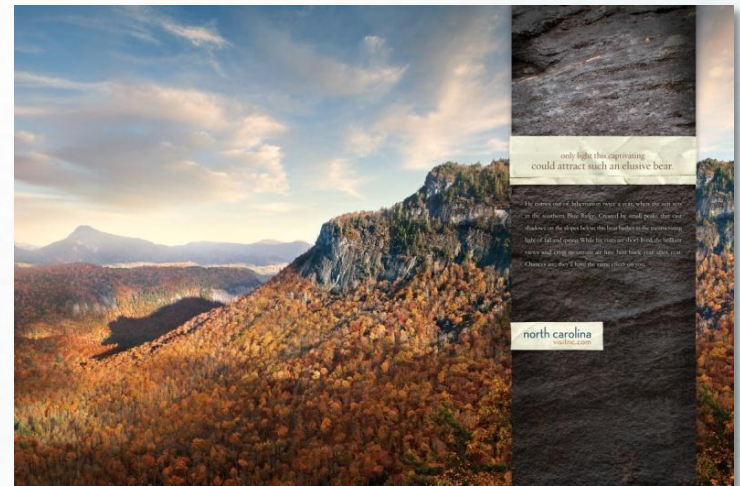
ROI/attitude and awareness

Web analytics

Cost per activity

Social engagement

Partner investment



# **2011 RECORD YEAR FOR NC TOURISM**

**\$19 Billion in Visitor Spending**

**\$994 Million in State Tax Revenues**

**\$581 Million in Local Tax Revenues**

**196,100 Jobs**

**\$4.4 Billion in Direct Tourism Payroll**

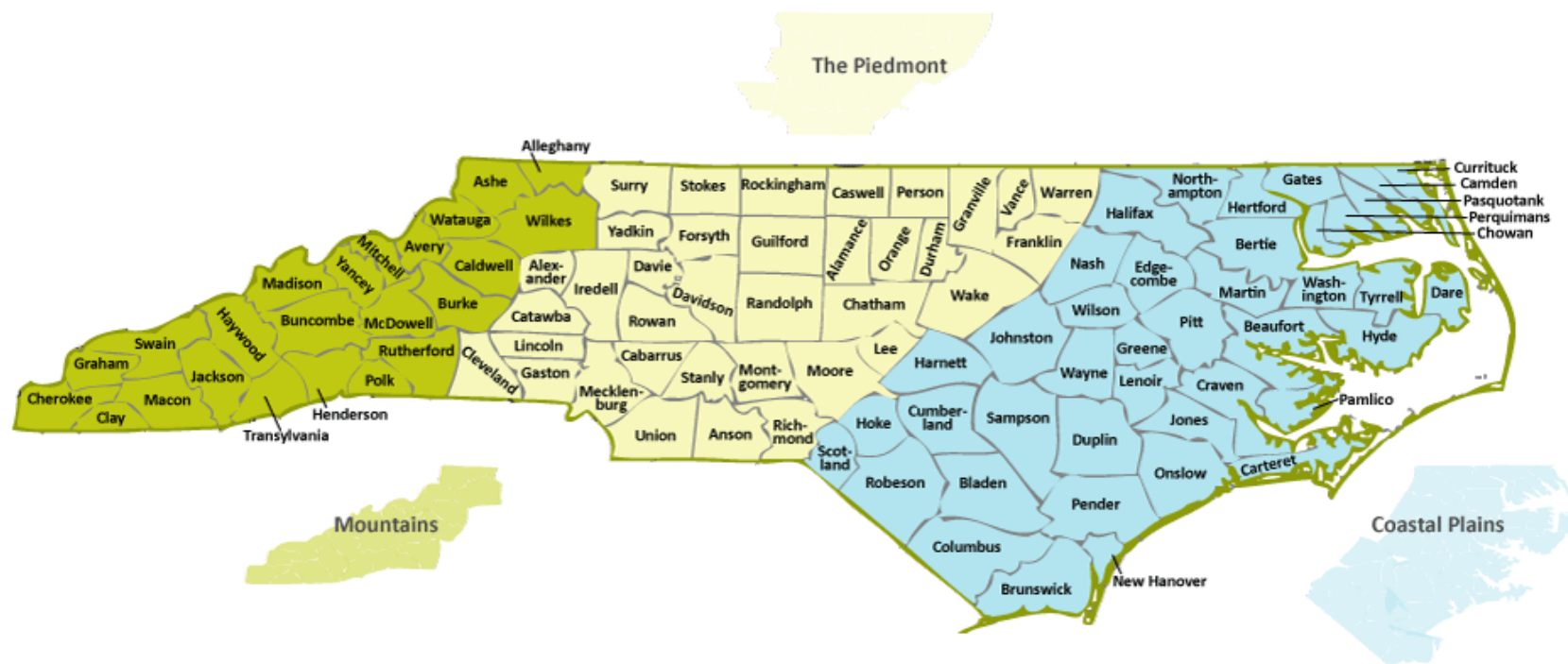
**Increased Visitor Spending In All 100 Counties**



# 2012 YEAR END LODGING REPORT

	NC	US	S. Atlantic
Occupancy	Up 2.5%	Up 2.5%	Up 2.5%
Room Rates	Up 4.5%	Up 4.2%	Up 3.1%
RevPAR	Up 7.1%	Up 6.8%	Up 5.7%
Room Revenues	Up 7.9%	Up 7.3%	Up 5.7%
Room Demand	Up 3.2%	Up 3.0%	Up 2.6%
Room Supply	Up 0.7%	Up 0.5%	Flat

# PROMOTING TRAVEL IN NC



# DIVISION PROGRAMS

- Advertising
- Public Relations
- Domestic Marketing
- Sports Event Recruitment
- International Marketing
- Publications
- VisitNC.com
- State Photographer
- Tourism Development
- Certified Retirement Program
- Call Center/Fulfillment
- Welcome Centers
- Research
- Community Outreach
- Social Media Outreach
- Film





# NORTH CAROLINA'S TOURISM BRAND

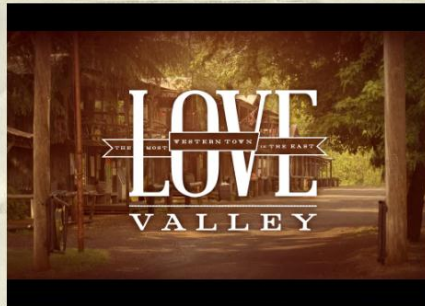


north carolina | [visitnc.com](http://visitnc.com)



# SO MANY STORIES TO SHARE

Project 543  
visitnc.com



82

Hitch up at the most Western town in the East



29

Toast the sweet life at the world's best-selling muscadine winery



12

Celebrate the legacy of the Pride of Ridgeway



75

Man the guns of the world's greatest sea weapon



14

Take a ride on America's Favorite Drive, in the state where it began



79

Take a stroll down 56 miles of completely undeveloped beach



37

Pay tribute to John Coltrane in his hometown festival



62

Hike the highest point on the Appalachian Trail

# THE MASS(IVE) MEDIA

Events  
Direct Fax  
Direct Mail  
Telephone

<1990

TV  
Radio  
Print  
Display

IM  
Email  
Events  
Direct Fax  
Direct Mail  
Telephone

1990s

TV  
Radio  
Print  
Display  
Cable TV  
Website  
Search  
Online Display

IM  
Email  
Events  
Direct Fax  
Direct Mail  
Telephone

1999

TV  
Radio  
Print  
Display  
Website  
Search  
Online Display  
Paid Search  
Landing Pages  
Microsites  
Online Video  
Webinars  
Affiliate Marketing

north carolina | visitnc.com

Mobile Email  
SMS  
IM  
Email  
Events  
Direct Fax  
Direct Mail  
Telephone

2000s

TV  
Radio  
Print  
Display  
Website  
Search  
Online Display  
Paid Search  
Landing Pages  
Microsites  
Online Video  
Affiliate Marketing  
Webinars  
Blogs  
RSS  
Podcasts  
Contextual  
Wikis  
Social Networks  
Mobile Web

Apps/Push Notifications  
Group Texting  
Social DM  
Voice Marketing  
Mobile Email  
SMS + MMS  
IM  
Events  
Email  
Direct Fax  
Direct Mail  
Telephone

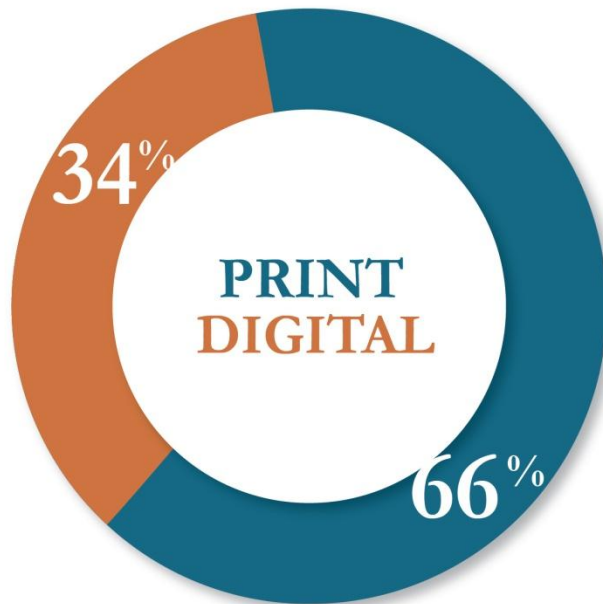
2012

TV  
Radio  
Print  
Display  
Website  
Search  
Online Display  
Paid Search  
Landing Pages  
Microsites  
Online Video  
Affiliate Marketing  
Webinars  
Blogs/ RSS  
Podcasts  
Contextual  
Wikis  
Social Networks  
Mobile Web  
Behavioral  
Social Media & Ads  
Virtual Worlds  
Widgets  
Twitter  
Mobile Apps  
Geolocation  
Pinterest

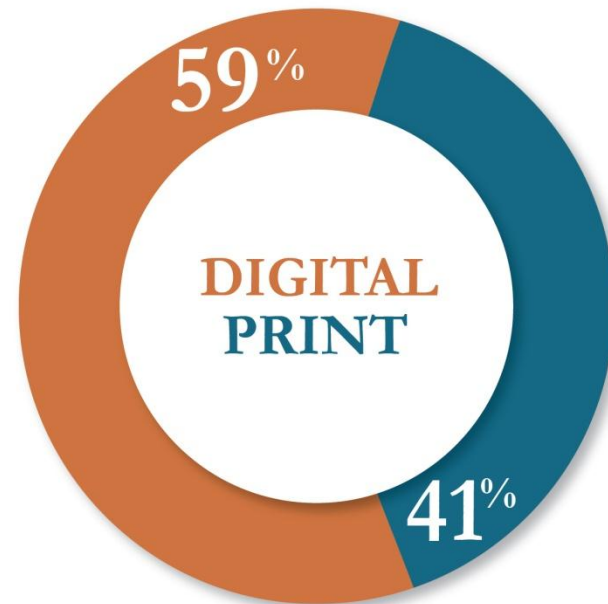


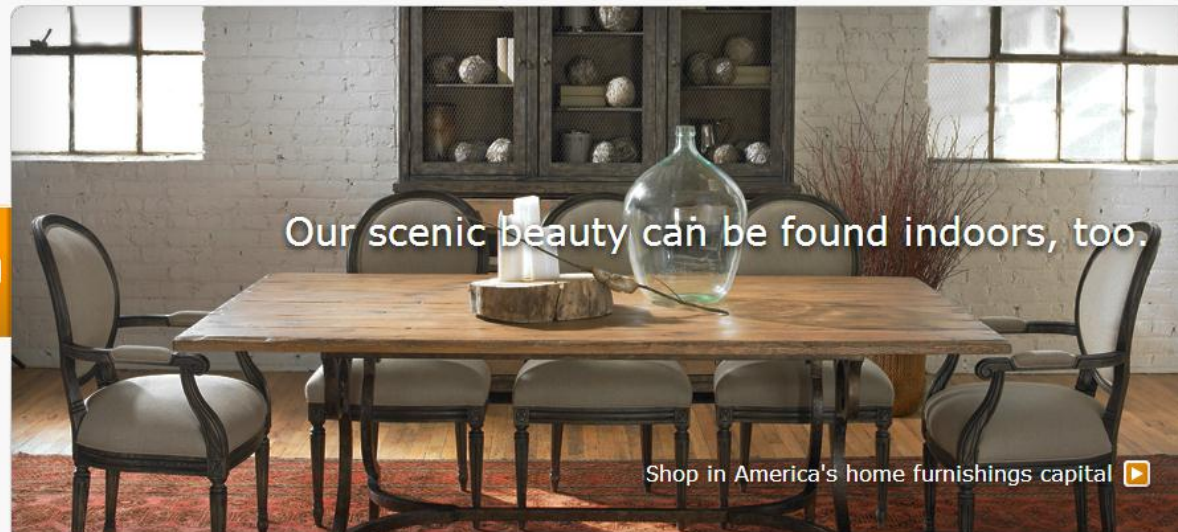
# 2012-2013 MEDIA STRATEGY

{ 2011 - 2012 }



{ 2012 - 2013 }





### Things To Do



Sports & Motorsports



Spring Color



Stop by the Farm



Water Sports

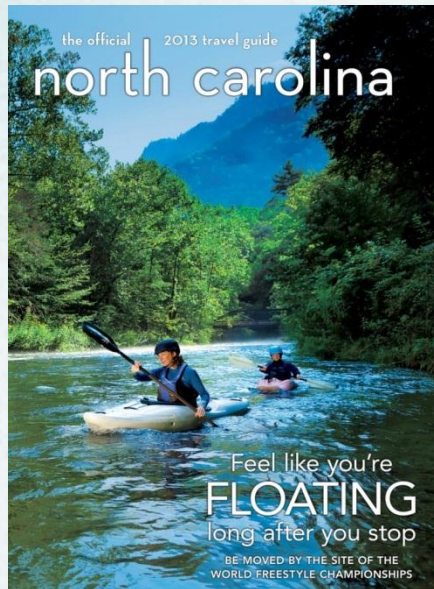


Waterfalls

[View More](#)



# PARTNERSHIPS LEVERAGE RESOURCES



<p><b>BALD HEAD ISLAND</b></p> <p>Discover a place nature says don't touch. Bald Head Island is a 1,000-acre island in the Beaufort area, known for its pristine beaches, historic lighthouse, and world-class golf course. Book the perfect beach vacation resort home through Bald Head Island Limited today.</p> <p>RetreatToBH.com 877.344.6643</p>	<p><b>CASHIERS</b></p> <p>Discover a place nature says don't touch. Cashiers is a charming town in the Blue Ridge Mountains, offering world-class hiking, shopping, and dining. The town of Cashiers is a perfect getaway for anyone looking for a peaceful escape from the hustle and bustle of everyday life.</p> <p>DestinationCashiers.com 828.743.5941</p>	<p><b>CRYSTAL COAST</b></p> <p>Discover the joy of making something with your own hands, immerse yourself in working experiences in traditional craft, music, dance, cooking, photography and writing. Enjoy delicious meals and the making of crafts and great finds on 100 acres, scenic views in western North Carolina.</p> <p>CrystalCoastNC.org 800.786.6962</p>	<p><b>JOHN C. GAMWELL FOLK SCHOOL</b></p> <p>Discover the joy of making something with your own hands, immerse yourself in working experiences in traditional craft, music, dance, cooking, photography and writing. Enjoy delicious meals and the making of crafts and great finds on 100 acres, scenic views in western North Carolina.</p> <p>FolkSchool.org 800.365.5724</p>	<p><b>MAGGIE VALLEY/WAYNESVILLE</b></p> <p>We invite you to share time with our residents, enjoy the scenic views, shopping, dining, and more. Maggie Valley is a charming town in the Blue Ridge Mountains, offering world-class hiking, shopping, and dining. The town of Maggie Valley is a perfect getaway for anyone looking for a peaceful escape from the hustle and bustle of everyday life.</p> <p>VisitNC.com/maggie 800.334.9036</p>	<p><b>REYNOLDA HOUSE</b></p> <p>Discover the joy of making something with your own hands, immerse yourself in working experiences in traditional craft, music, dance, cooking, photography and writing. Enjoy delicious meals and the making of crafts and great finds on 100 acres, scenic views in western North Carolina.</p> <p>ReynoldaHouse.com 888.663.1149</p>
<p><b>GREENSBORO</b></p> <p>Come experience "Huge Annual Greenhouse" during North Carolina's first spring festival celebration. During the month of April, participating growers, nurseries and local businesses will be offering various exhibits and events resulting from their growing season in half-acre North Carolina's first greenhouse. Call for a free weekend special at the Greenhouse.</p> <p>VisitGreensboroNC.com 800.344.2282</p>	<p><b>HIGH HAMPTON INN</b></p> <p>High Hampton is a charming town in the Blue Ridge Mountains, offering world-class hiking, shopping, and dining. The town of High Hampton is a perfect getaway for anyone looking for a peaceful escape from the hustle and bustle of everyday life.</p> <p>HighHamptonInn.com 888.713.2358</p>	<p><b>JACKSON COUNTY</b></p> <p>Located in the Blue Ridge, Jackson County is a charming town in the Blue Ridge Mountains, offering world-class hiking, shopping, and dining. The town of Jackson County is a perfect getaway for anyone looking for a peaceful escape from the hustle and bustle of everyday life.</p> <p>MountainLiving.com 800.962.1911</p>	<p><b>RUTHERFORD COUNTY</b></p> <p>Like, love, drink. On just off the road and enjoy all that Rutherford County has to offer. Here, we combine breathtaking views with delicious, delicious and delicious. Join us and "Love Your Drink" from the First Pitch of the Blue Ridge.</p> <p>BlueRidgeFirstPitch.com 800.849.5998</p>	<p><b>SMITHFIELD</b></p> <p>Sip wine along the new Mountain Wine Trail, taste famous wines, enjoy the view, and take the new trail along the Mountain Wine Trail. Here, we combine breathtaking views with delicious, delicious and delicious. Join us and "Love Your Drink" from the First Pitch of the Blue Ridge.</p> <p>VisitSmithfield.com 800.441.7829</p>	<p><b>WINSTON-SALEM</b></p> <p>Winston-Salem is a charming town in the Blue Ridge Mountains, offering world-class hiking, shopping, and dining. The town of Winston-Salem is a perfect getaway for anyone looking for a peaceful escape from the hustle and bustle of everyday life.</p> <p>VisitWinstonSalem.com 866.728.4200</p>

ENJOY ALL OUR STATE HAS TO OFFER.

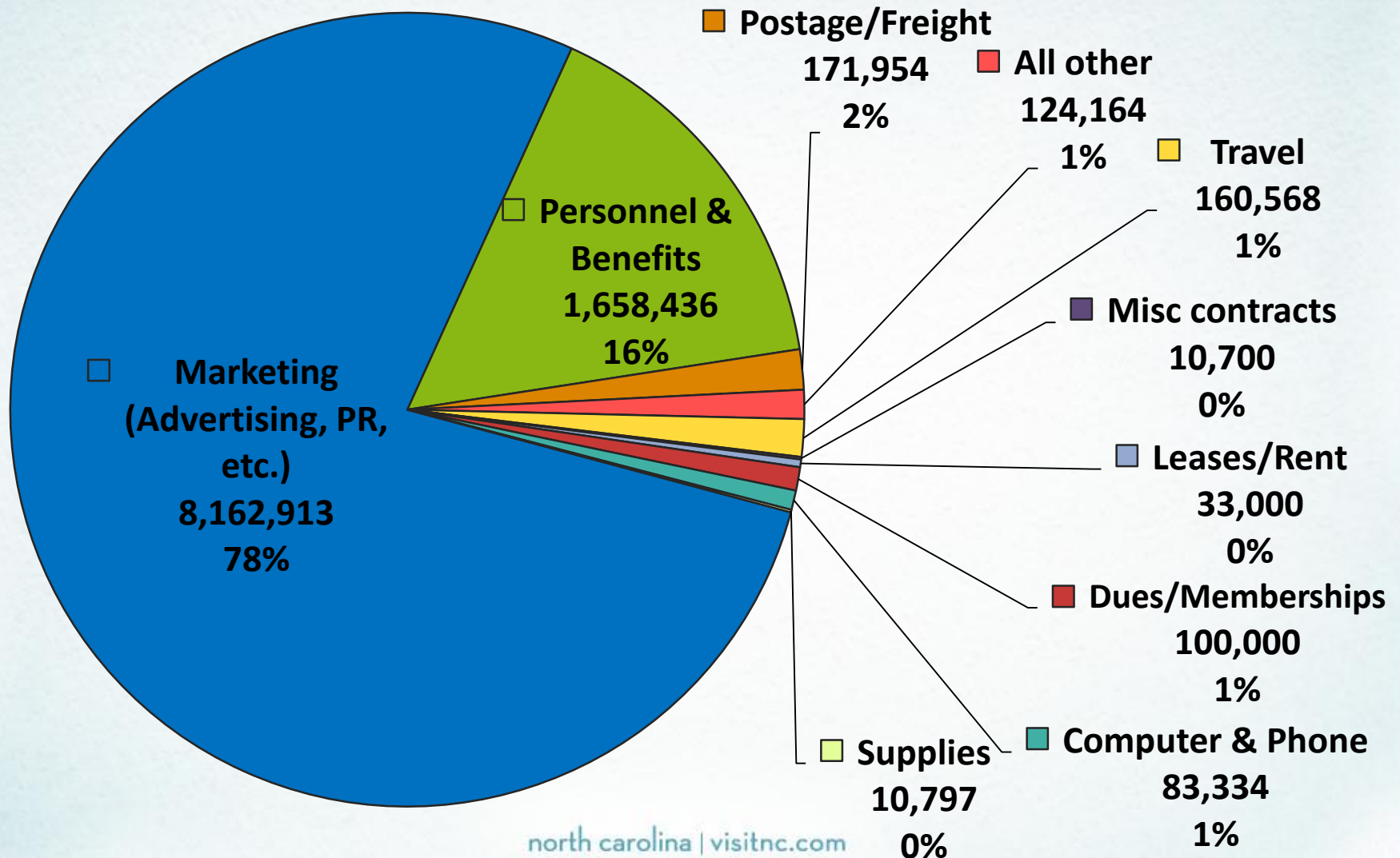
~ plan your getaway ~

north carolina  
visiting.com



north carolina | visitnc.com

# TOURISM BUDGET 2012 – 2013





# 2011-2012 BUDGET

## STATE TOURISM OFFICE TOTAL BUDGETS BY FY2011-12 BUDGET

Rank	State	Provisional Final FY2010-11 Budget	Preliminary FY2011-12 Budget	% Change
1	Hawaii	\$82,962,000	\$69,000,000	-16.8%
2	California	\$58,540,562	\$61,000,000	4.2%
3	Illinois	\$34,161,844	\$54,000,000	58.1%
4	Florida	\$29,414,783	\$38,038,360	29.3%
5	Texas (including TXDOT)	\$40,248,955	\$35,733,678	-11.2%
6	Michigan	\$27,440,000	\$27,040,000	-1.5%
7	Louisiana	\$31,991,680	\$21,066,294	-34.2%
8	Virginia	\$16,720,743	\$17,492,628	4.6%
9	Montana	\$13,567,334	\$17,080,817	25.9%
10	Wisconsin	\$12,965,600	\$17,000,000	31.1%
11	Connecticut	\$1,091,217	\$15,469,164	1317.6%
12	Alaska	\$18,700,000	\$14,700,000	-21.4%
13	Alabama	\$11,322,808	\$14,483,053	27.9%
14	Arkansas	\$13,342,283	\$14,068,658	5.4%
15	South Carolina	\$11,554,000	\$13,052,395	13.0%
16	Wyoming	\$11,397,164	\$12,905,309	13.2%
17	New Mexico	\$14,476,200	\$12,522,939	-13.5%
18	Colorado	\$18,115,043	\$12,500,000	-31.0%
19	Missouri	\$12,344,899	\$12,380,000	0.3%
20	Tennessee	\$12,122,000	\$12,195,300	0.6%
21	Kentucky	\$11,904,400	\$11,959,700	0.5%
22	South Dakota	\$11,508,000	\$11,624,000	1.0%
23	Oregon	\$11,190,053	\$11,090,995	-0.9%
24	Nevada	\$11,188,655	\$10,990,758	-1.8%
25	Utah	\$10,503,600	\$10,553,600	0.5%
26	Oklahoma	\$10,209,157	\$10,283,456	0.7%
27	North Carolina	\$10,460,649	\$10,149,957	-3.0%
28	Maryland	\$9,010,109	\$9,961,136	10.6%

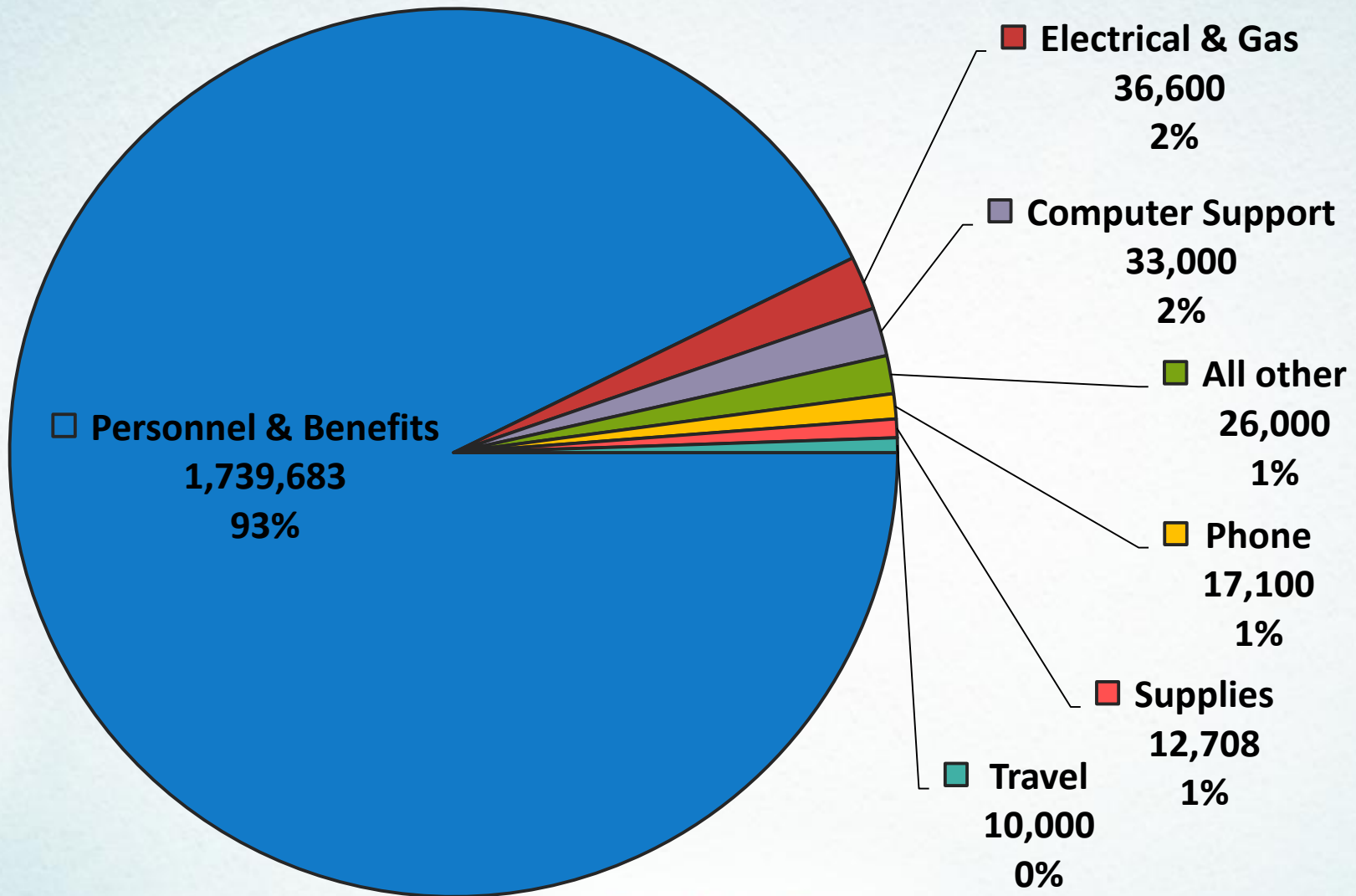


# WELCOME CENTERS AND CALL CENTER





# WELCOME CENTERS BUDGET 2012 – 2013



# NORTH CAROLINA DIVISION OF TOURISM, FILM AND SPORTS DEVELOPMENT



PROGRAM OVERVIEW  
MARCH 2013